

# Old Town Area Parking Study

13 April 2010  
City Council



## Agenda

- Background on the Parking Problem
- Old Town Area Parking Study
  - Findings
  - Recommendations
- Next Steps



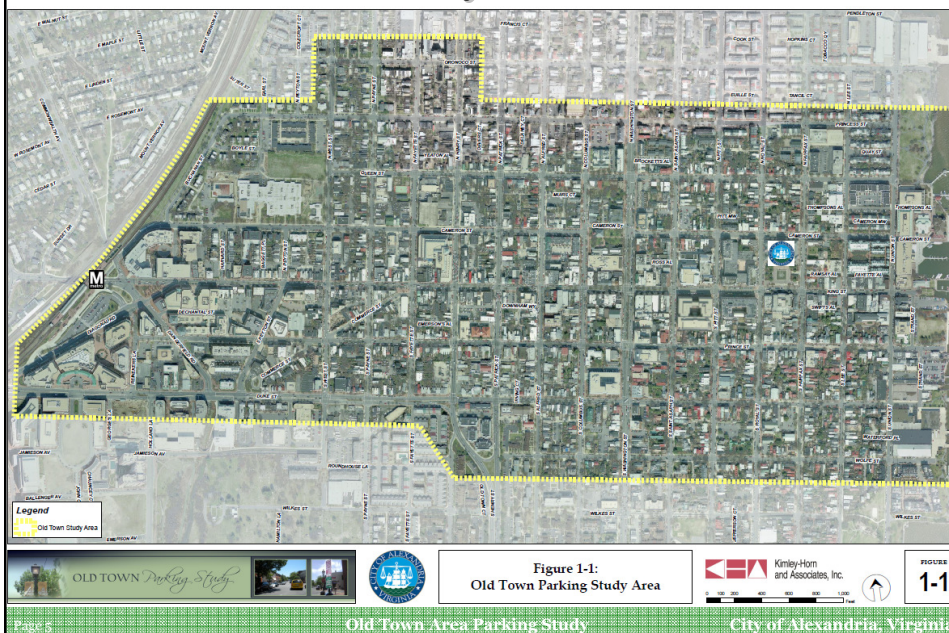
# Introduction

- Solutions vs. Management
- **Transportation Master Plan:**  
Provide parking supply to meet community demand in an efficient manner while being careful not to induce driving
- Parking spaces are assets which can be leveraged for the common good

## Old Town Area Parking Study

- **PURPOSE:**
  - Inventory existing public parking (supply)
  - Study utilization (demand)
  - Develop recommendations for eventual consideration by City Council
- Note about the supply...
  - Public-Public Garages/Lots
  - Public-Private Garages/Lots
  - Private-Private Garages/Lots (not included)

# Study Area



## Existing Parking Regulations

- City Code: Permit Parking
  - 11 Residential Districts
  - Special permit district
  - Federal courthouse parking zone, Restricted overnight parking district
- City Code: Parking Meters
  - Meter Zones, Meter Locations, Rates stipulated
  - Metered Parking Lots stipulated
- Zoning Ordinance: Off-Street Parking and Loading Requirements

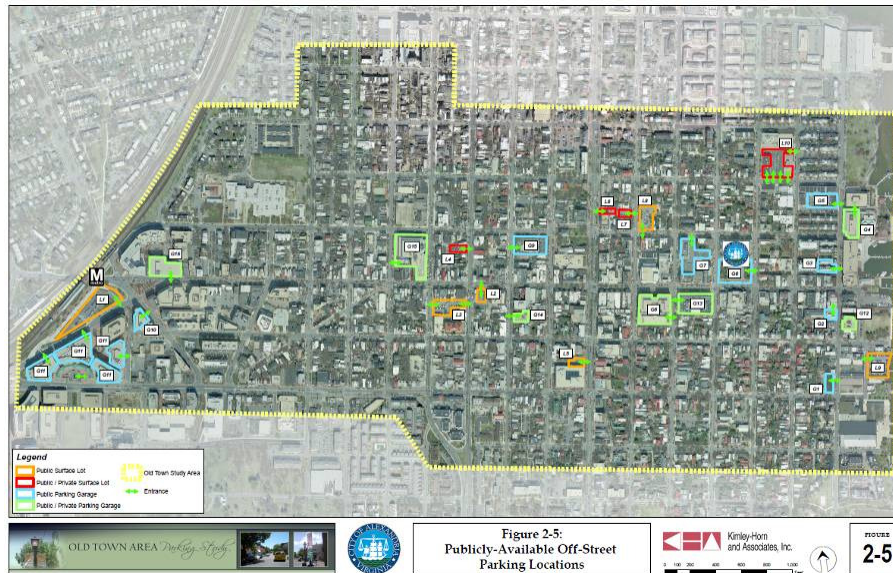
## Major Findings: Inventory

- 8,332 publicly accessible parking spaces in the study area
  - 4,399 on-street spaces (53%)
  - 3,527 garage spaces (42%)
  - 406 surface lot spaces (5%)
- Including *private-private* locations, approximately 10,000 spaces

## On-Street Inventory



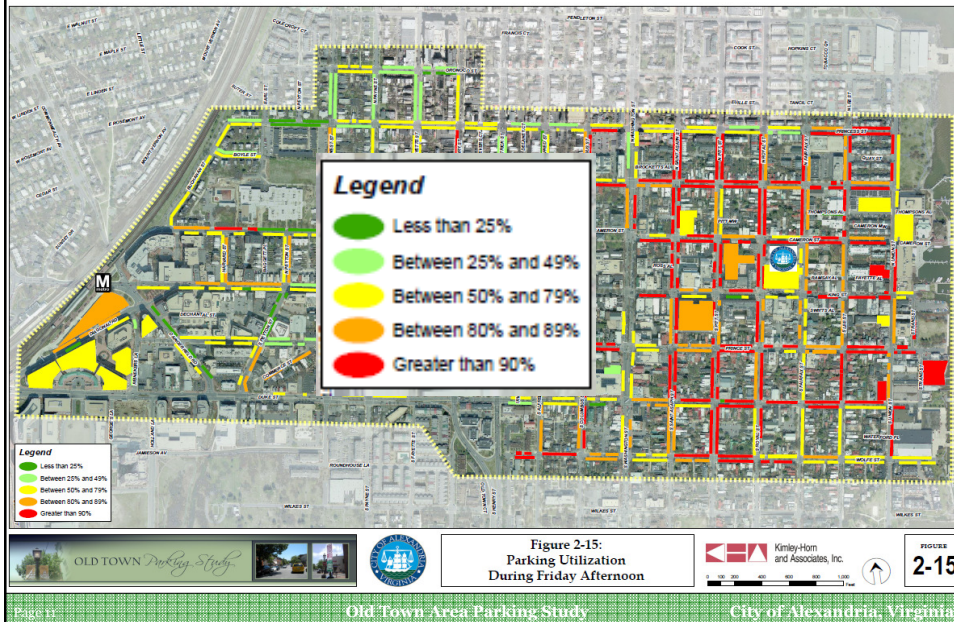
# Off-Street Inventory



## Primary Findings

- System wide snapshot reveals availability at all times and in all areas with system peak at 75% capacity
  - Closer review of data reveals range of utilization levels
- Limited capacity on-street metered and residential
- All garages and lots are underutilized

# Utilization: Friday afternoon



## About the “parking problem”

**George:** I can't park in a garage.

**Elaine:** Why?

**George:** I don't know, I just can't. Nobody in my family can pay for parking, it's a sickness. My father never paid for parking; my mother, my brother, nobody. We can't do it.

**Elaine:** I'll pay for it.

**George:** You don't understand. A garage. I can't even pull in there... Why should I pay, when if I apply myself, maybe I could get it for free?



**Seinfeld, “The Parking Space” (Episode 39),  
April 22, 1992**

## First-hour rates: Friday evening

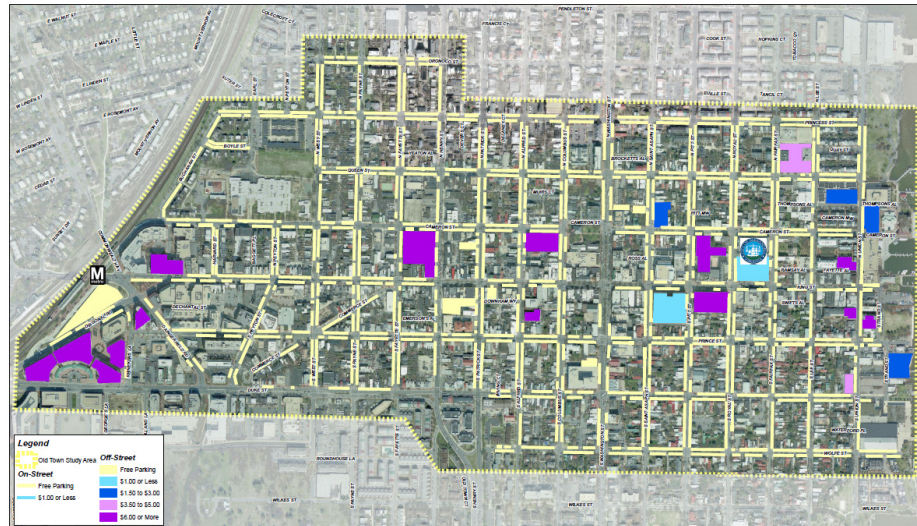


Figure 2-9:  
Old Town First Hour Parking Rates  
During Friday Nighttime

## Utilization: Friday evening

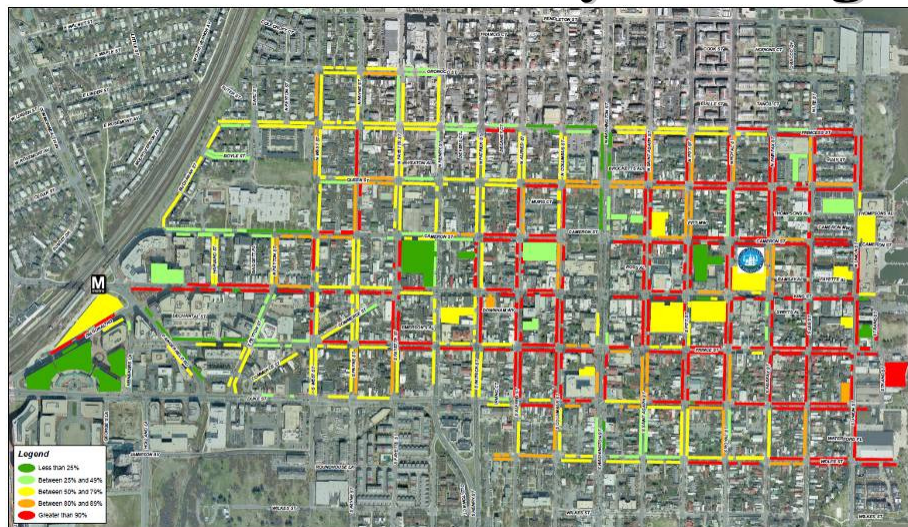


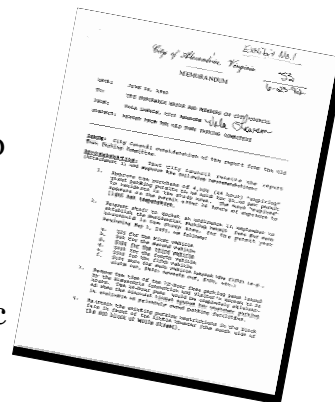
Figure 2-16:  
Parking Utilization  
During Friday Evening

# Parking Management Goals

- Higher on-street turnover to support higher retail and restaurant sales
  - Well-managed on-street parking can generate up to \$150,000 in direct retail sales
  - Short-term turnover provides choice, availability for customers
  - 85% occupancy is the rate at which there is approximately one space per block
- Increased use of garages for long term (2+ hour) parking
  - Better communication about location, availability and rates
- Use streets/parking to decrease auto use, support business and protect neighborhoods

# Goals & Community Input

- 1992/93: Old Town Parking Committee and Parking Report
- Business: ‘Dispel the myth that parking is inadequate ... and develop effective strategies for utilization’
- Residents: ‘Don’t let... infill development... (or) associated traffic and parking impacts destroy the stability of neighborhoods’



## Major Report Recommendations

1. Convenience
  - ✓ Install multi-space meters & accept multiple forms of payment
  - ✓ Explore variable pricing
2. Pricing
  - ✓ Raise *on-street* rates to encourage choice, availability for short-term parkers
  - ✓ Extend the hours of meters to encourage turnover in late peaks
  - ✓ Add meters to the blocks on and close to King Street which lack meters now
3. Neighborhood Protection
  - ✓ Reduce time for non-permit holders in residential districts
  - ✓ Address guest, contractor issues

## Major Report Recommendations

4. Availability
  - ✓ Use capacity in *existing garages* to increase availability
  - ✓ Consider pricing changes in public garages
  - ✓ Negotiate with private garages to add public parking
  - ✓ Consider a valet system for King Street (city-managed?)
  - ✓ Consider 'All May Park, All Must Pay'
5. Communication
  - ✓ Wayfinding parking signs
  - ✓ Advanced parking management, real-time availability
6. Enforcement
  - ✓ Continually improve enforcement capacity
7. Consensus
  - ✓ Form a workgroup to develop consensus on management strategies

## Next Steps

- Implementation of Selected Strategies
  - Install multi-space meters
- Assessment of Strategies with Stakeholders Group/Task Force with specific scope/time table to review:
  - On-Street Rates
  - Extending Hours of Meters
  - Adding Meters
  - Wayfinding
  - All may park, All must pay
    - » City Hall Employee Parking (Internal Survey)
- Topic Meetings
- Addt'l Strategies for More Discussion/Implementation:
  - Reduce parking time in residential districts
  - Variable pricing

## Questions?

Thank You!

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